

Drivers' Helping Behavior Towards Pedestrians: The Role of
Awareness, Responsibility, and Personal Norms

Alvero, Twinkle B. and Matondo, Jirah P.

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ABSTRACT

The effects of individual's norms, consequences and responsibilities on helping behavior were tested using the Norm Activation Theory. A 2x2x2 within-subjects design utilizing the scenario based approach developed by Naumann (2004) was participated by twenty-five (n=25) company drivers, and the scores obtained were measured using Helping Attitude Scale (Nickell, 1998). Interviews were conducted to further understand and explain key information about participants. Results showed that positive personal norms and higher recognition of responsibility affected helping behavior but not awareness of consequences. However, no interaction effect was observed. Therefore, the study lends partial support to the theory. Implication points that companies and LTO must incorporate and promote personal norm enhancement and recognition of responsibility within their team building programs and trainings.